

NCEA World Elder Abuse Awareness Day “Finish this Sentence” Campaign



Looking for a way to introduce others to World Elder Abuse Awareness Day (WEAAD), encourage others to take a stand against elder abuse, and provide a united message?

During the #WEAAD2016 countdown, join the NCEA in this campaign by following these easy steps:

Step 1: Print the attached template and share it with your colleagues, elder advocates, family members and others who are passionate about spreading the message and commemorating WEAAD.

Step 2: Finish the sentence, **“Together we can fight elder abuse by...”** using the template provided. Some action-oriented examples include:

- “connecting with an older relative.”
- “hosting presentations to educate the public about elder abuse.”
- “educating our elected officials about elder abuse.”
- “encouraging others to host WEAAD events.”
- “staying informed about resources that assist elders in need.”
- “listening to and learning from others to prevent elder abuse.”

Step 3: Take a photo of yourself holding the template with your answer. Add meaning by including a family member, colleague, or pet in the photo. Consider taking a photo with an older adult you cherish.

Step 4: Share the photo on Facebook, Twitter, or another social media platform and include the hashtag **#WEAAD2016**. If you are sharing on Twitter, make sure to tag **@NCEAatUSC** and **@ACLgov**.

Step 5: Send your photos to the Administration for Community Living (ACL) WEAADpics@acl.hhs.gov.

Thank you for taking part in this activity that is sure to create a buzz! If you have any questions about this campaign, please contact the NCEA directly at NCEA@med.usc.edu.

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